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MEMORANDUM FOR: Deputy Director (Intelligence)
SUBJECT: Propaganda Analysis Activities of the Office of Operations
REFERENCE: OO Staff Study 30 April 1954, subject as above

1. Pursuant to your approval of the recommendations of referenced

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memorandum, the [] has completed a survey of the

propaganda analysis operations of this Office and their relationship to
political analysis performed elsewhere in the intelligence community.

The findings and recommendations of this survey, conducted by []

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25X1A5A1 [] the chief recognized authority in the field of "communications

analysis," are transmitted in two [] 25X1A5A1
Memoranda dated 1 and 15 April 1955.

[] principal recommendations are the following:

a. Integration: The OO establish a single integrated
operation for analysis of propaganda in all media.

b. Autonomy: That the propaganda analysis operation be kept
autonomous from all-source political analysis activities in order to
reserve the systematic character of its methods and so provide

independent evidence on intelligence problems, and that its analysts

part of classified

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be encouraged to draw inferences about policy calculations underlying propaganda strategy.

c. Expansion: That each an operation increase its analytic coverage of unbroadcast published materials and devote greater effort to long-range intelligence problems and to "instrumental" studies which would establish patterns of propaganda behavior.

d. Coordination: That better coordination between propaganda and political analysis be sought through briefing and liaison arrangements, by organizing joint projects, by making information on classified U. S. activities available to propaganda analysts, and by improving the presentation of the results of propaganda analysis; that any survey of the problems of organization and coordination of this activity in the intelligence community be undertaken at a higher level than CO and not by 25X1A5A1

3. This Office is in general agreement with these recommendations and proposes to implement them as follows:

a. Integration: To establish a Propaganda Analysis Branch in made up of the present Radio Propaganda Branch and

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the FID Analyst-Coordinator. [] is preferred as locus for

the activity because (1) the major propaganda analysis operation is well established there, (2) an analysis operation located in

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relatively inexpensive foreign national personnel, not only to get a selection and processing of broadcast materials suitable for its purposes but also in the procurement and analytic scrutiny of unbroadcast published materials, (3) a separate Propaganda Analysis Division would require duplicative administrative overhead, while an OO Staff Section of the required size would be unwieldy, and (4) rapid clear text communications with the field are available nowhere else, and are necessary for verification and checking.

b. Autonomy: To seek in due course ESC or other authority for the performance of propaganda (communications) analysis as a service of common concern within an Office otherwise devoted to collection activities.

c. Expansion: To request that this Office's classified personnel ceiling be increased by 15 to 20 positions, as estimated

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in referenced memorandum paragraph 4 b, and by such additional field positions for foreign nationals as may prove necessary to support the operation. (To procure selected publications at ☐ field stations, scrutinize them, and file translated summaries, texts and collations by teletype, following the general procedure now used for broadcast material. Subsequently, to forward the publications themselves to Washington--considerably more promptly than present procurement channels can--for more thorough examination

FOIAB3B1 by ☐ for propaganda analysis and for exploitation by FDB in

pursuit of IAC requirements. To recruit analysts--with linguistic skills insofar as possible--for about half the additional classified positions, and research assistants and clerks for the remaining ones. To offer language training opportunities to those propaganda analysts not already qualified. To re-estimate the personnel requirements for the activity after about a year of operation.

d. Coordination: To establish better informal liaison with offices doing related work, particularly with DD I components; to

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propose joint research teams for suitable projects; to arrange more convenient access to sensitive information; to seek consumer comment and suggestions about effective presentation of the findings of propaganda analysis and to establish a position in the Branch for a specialist in presentation; to defer any request for a high-level survey of organization and coordination problems pending determination whether such a survey is still required after these proposals have been implemented.

4. Your approval is requested.

GEORGE G. CAREY
Assistant Director for Operations

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OO: [] [] res (16 June 1955)

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